

ESTTA Tracking number: **ESTTA745717**

Filing date: **05/11/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91207836
Party	Plaintiff Volvo Trademark Holding AB
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Submission	Testimony For Plaintiff
Filer's Name	LEIGH ANN LINDQUIST
Filer's e-mail	tm@sughrue.com, vmullineaux@sughrue.com
Signature	/Leigh Ann Lindquist/
Date	05/11/2016
Attachments	Deposition of M. Dempe Exhibit 41.pdf(3055817 bytes) Deposition of M. Dempe Exhibit 42.pdf(2539036 bytes) Deposition of M. Dempe Exhibit 43.pdf(3709140 bytes) Deposition of M. Dempe Exhibit 44.pdf(2985004 bytes) Deposition of M. Dempe Exhibit 45.pdf(2382611 bytes) Deposition of M. Dempe Exhibit 46 part 1.pdf(3687731 bytes) Deposition of M. Dempe Exhibit 46 part 2.pdf(2846378 bytes) Deposition of M. Dempe Exhibit 47.pdf(5367151 bytes) Deposition of M. Dempe Exhibit 48 part 1.pdf(5375546 bytes) Deposition of M. Dempe Exhibit 48 part 2.pdf(5286710 bytes) Deposition of M. Dempe Exhibit 48 part 3.pdf(5342866 bytes) Deposition of M. Dempe Exhibit 48 part 4.pdf(3437971 bytes) Deposition of M. Dempe Exhibit 49.pdf(2434310 bytes) Deposition of M. Dempe Exhibit 50.pdf(4361625 bytes)

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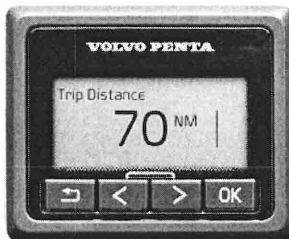
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**VOLVO
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EVC Electronic Monitoring Instruments

**VOLVO
PENTA**[View Large Size](#)**Display Panel, Kit**

Your Price: \$444.51

Part # 21846916

[Add to Cart](#)**Button Panel, Generic**

Your Price: \$520.63

Part # 21846926

[Add to Cart](#)**D1/D2 Instrument Panel**

Your Price: \$847.80 (Out of stock)

Part # 21576250

Bracket Kit, Flush Mount

Your Price: \$137.23

Part # 21330288

[Add to Cart](#)**Bracket Kit, Top Mount**

Your Price: \$137.23

Part # 21330289

[Add to Cart](#)**Network Adapter, Power Feed**

Your Price: \$773.64

Part # 21379779

[Add to Cart](#)**Single Panel Kit, e-Key**

Your Price: \$685.74

Part # 21758304

[Add to Cart](#)**Twin Panel Kit, e-Key**

Your Price: \$781.23

Part # 21836809

[Add to Cart](#)**e-Key Harness, Single**

Your Price: \$26.06

Part # 21693204

[Add to Cart](#)**e-Key Harness, Twin**

Your Price: \$37.61

Part # 21693208

[Add to Cart](#)**e-Key Harness, Single w/ Lanyard**

Your Price: \$40.51

Part # 21693202

[Add to Cart](#)**e-Key Harness, Twin w/ Lanyard**

Your Price: \$49.17

Part # 21693206

[Add to Cart](#)**e-Key Harness, Quad**

Your Price: \$293.51 (Out of stock)

Part # 21876876

e-Key Extension Harness

Your Price: \$64.17

Part # 22067251

[Add to Cart](#)**Main Station Kit, Single**

Your Price: \$131.31

Part # 21529911

[Add to Cart](#)**Main Station Kit, Twin**

Your Price: \$403.79

[Add to Cart](#)

Part # 21529912

Second Station Kit, Single

Your Price: \$1148.51

Part # 21529916

Add to Cart**Trim Control Panel**

Your Price: \$189.39

Part # 40005634

Add to Cart






[Description](#)
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[Return Policy](#)

With Volvo Penta engine monitoring displays, you get all the information you need in one place. You have direct access to all essential engine and boat data and you can adapt the information presentation to your own preferences. An important benefit is that you get messages, such as error codes, in plain text.

Display Panel, Kit

Flexidisplay Information Display Kit for EVC-E

Button Panel, Generic

Generic button panel for EVC-E

D1/D2 Instrument Panel

Diesel Engines D1/D2 Instrument Panel

Bracket Kit, Flush Mount

Flush mount bracket kit

Bracket Kit, Top Mount

Top mount bracket kit

Network Adapter, Power Feed

Power feed module-12V install where 2 or more 7" display used

Single Panel Kit, e-Key

e-KEY Single Panel Kit

Twin Panel Kit, e-Key

e-KEY Twin Panel Kit

e-Key Harness, Single

e-Key single harness

e-Key Harness, Twin

e-Key twin harness

e-Key Harness, Single w/ Lanyard

e-Key single harness w/lanyard

e-Key Harness, Twin w/ Lanyard

e-Key twin harness w/lanyard

e-Key Harness, Quad

e-KEY quad harness

e-Key Extension Harness

e-KEY 1.5M extension harness

Main Station Kit, Single

EVC-D Main station kit single engine for gas engines.

Main Station Kit, Twin

EVC-D Main station kit twin engine for gas engines.

Second Station Kit, Single

EVC-D Second station kit single engine for gas engines.

Trim Control Panel

EVC- Trim Control Panel

This product ships in **1 to 5 business days**.

Add to Cart and enter your Postal Code to determine the **shipping charges** and **estimated delivery date**.

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the consumer. If needed the Volvo dealer could assist in installation of the new part at his normal labor rate. If you need assistance finding the closest dealer number please contact our Customer Service Department.
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Time!****VOLVO
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EVC Senders and Accessories

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PENTA**[View Large Size](#)**NMEA 0183 Interface**

Your Price: \$379.36

Part # 3807587

[Add to Cart](#)**NMEA 2000 Interface**

Your Price: \$460.07

Part # 3889758

[Add to Cart](#)**Auxiliary Dimmer Unit**

Your Price: \$386.23

Part # 3848966

[Add to Cart](#)**Autopilot/ Rudder Indicator Kit**

Your Price: \$461.17

Part # 3594073

[Add to Cart](#)**Multisensor - Transom**

Your Price: \$461.17

Part # 3587055

[Add to Cart](#)**Multisensor - Thru Hull**

Your Price: \$461.17

Part # 3587054

[Add to Cart](#)**Y Cable**

Your Price: \$108.19

Part # 21825662

[Add to Cart](#)**Bus Terminal**

Your Price: \$24.43

Part # 21825714

[Add to Cart](#)**Rudder Angle Sensor**

Your Price: \$460.07

Part # 21323189

[Add to Cart](#)**Fresh Water Level Sensor**

Your Price: \$190.24

Part # 3809098

[Add to Cart](#)**Fuel Level Sensor**

Your Price: \$174.29

Part # 21575479

[Add to Cart](#)**Alarm Kit**

Your Price: \$134.49

Part # 3588916

[Add to Cart](#)**Alarm Buzzer**

Your Price: \$36.27

Part # 3817974

[Add to Cart](#)**Extension Connecting Cable**

Your Price: \$44.56

Part # 3840677

[Add to Cart](#)**Relay**

Your Price: \$17.51

Part # 21400091

[Add to Cart](#)**Auxiliary Cable**

Your Price: \$118.34

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Part # 21427463

[Pin it](#) [Share](#) [Share](#)[Description](#) [Shipping](#) [Return Policy](#)**NMEA 0183 Interface**

The EVC-display can show your speed through the water and speed over ground. This data is also used to calculate your fuel consumption per mile, etc.

Generation: EVC/EC-B/B2/C/C2, EVC/MC-C
6 Pole

NMEA 2000 Interface

The EVC-display can show your speed through the water and speed over ground. This data is also used to calculate your fuel consumption per mile, etc. For NMEA 2000 systems, all engine data is available for other instruments. For example, you can read all engine data in a compatible chart plotter.

Generation: EVC/EC-B/B2/C/C2, EVC/MC-C

Auxiliary Dimmer Unit

The ADU makes it possible to dim all your EVC-instruments through the EVC main panel.

Note! "Easy Link" must be installed on the application.

Autopilot/ Rudder Indicator Kit

Autopilot and rudder indicator sensor

Multisensor - Transom

Transom mount sensor for speedometer

Multisensor - Thru Hull

Thru hull mount sensor for speedometer

Y Cable

Y cable for multisensor

Bus Terminal

Bus termination resistor

Rudder Angle Sensor

Rudder angle sensor kit for SX-A/DPS-A

Fresh Water Level Sensor

Fresh water sender

Fuel Level Sensor

Fuel level sender

Alarm Kit

Water in fuel sensor

Alarm Buzzer

Alarm buzzer for water in fuel sensor

Extension Connecting Cable

Fire extension cable kit

Relay

12v Relay

Auxiliary Cable

Auxiliary cable, Multilink

This product ships in 5 business days.

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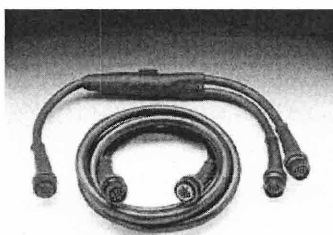
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EVC Adaptors and Cables

**VOLVO
PENTA**[View Large Size](#)**Extension Cable, 1m**

Your Price: \$18.39

Part # 874759

[Add to Cart](#)**Extension Cable, 3m**

Your Price: \$50.84

Part # 3807043

[Add to Cart](#)**Multilink Cable**

Your Price: \$127.36

Part # 3886666

[Add to Cart](#)**Y Split Multilink Cable**

Your Price: \$84.20

Part # 3588206

[Add to Cart](#)**Multilink HUB kit**

Your Price: \$110.29

Part # 21469055

[Add to Cart](#)**Network Adapter**

Your Price: \$153.63

Part # 21461496

[Add to Cart](#)**Y Split Wiring Harness, Multilink**

Your Price: \$114.66

Part # 21287072

[Add to Cart](#)**Y Split Wiring Harness, Steering**

Your Price: \$118.34

Part # 21421941

[Add to Cart](#)**Y Split Wiring Harness, Data**

Your Price: \$118.34

Part # 21427460

[Add to Cart](#)**Auxiliary Cable**

Your Price: \$118.34

Part # 21427463

[Add to Cart](#)**Adapter Cable**

Your Price: \$141.16

Part # 21450563

[Add to Cart](#)**Extension Cable**

Your Price: \$118.34

Part # 21480272

[Add to Cart](#)**Steering Adapter, EVC-C**

Your Price: \$100.81

Part # 21421926

[Add to Cart](#)**Steering Adapter, EVC-D**

Your Price: \$118.34

Part # 21421940

[Add to Cart](#)**Adapter Cable, New Steering**

Your Price: \$118.34

Part # 21421942

[Add to Cart](#)**Adapter Cable, Old Steering**

Your Price: \$118.34

[Add to Cart](#)

Part # 21421945

Cable Kit, Y Harness

Your Price: \$103.06

Part # 3588972

[Add to Cart](#)**Lever Cable Kit**

Your Price: \$36.20

Part # 874676

[Add to Cart](#)**Cable Kit, Relay**

Your Price: \$62.93

Part # 881786

[Add to Cart](#)**Cable Kit, Audible Alarm**

Your Price: \$50.80

Part # 3808852

[Add to Cart](#)**Cable Kit, 1.5m**

Your Price: \$96.03

Part # 21865234

[Add to Cart](#)**Cable Kit, 5 meter**

Your Price: \$123.06

Part # 874789

[Add to Cart](#)**Cable Kit, 7 meter**

Your Price: \$146.19

Part # 889550

[Add to Cart](#)**Cable Kit, 9 meter**

Your Price: \$155.26

Part # 889551

[Add to Cart](#)**Cable Kit, 11 meter**

Your Price: \$174.47

Part # 889552

[Add to Cart](#)**Cable Kit, 13 meter**

Your Price: \$173.49

Part # 888013

[Add to Cart](#)**Extension Cable, 1.5 meter**

Your Price: \$93.90

Part # 3889410

[Add to Cart](#)**Extension Cable, 3 meter**

Your Price: \$109.81

Part # 3842733

[Add to Cart](#)**Extension Cable, 5 meter**

Your Price: \$125.74

Part # 3842734

[Add to Cart](#)**Extension Cable, 7 meter**

Your Price: \$141.64

Part # 3842735

[Add to Cart](#)**Extension Cable, 9 meter**

Your Price: \$157.56

Part # 3842736

[Add to Cart](#)**Extension Cable, 11 meter**

Your Price: \$173.49

Part # 3842737

[Add to Cart](#)**Extension Cable, 20 meter**

Your Price: \$322.80

Part # 21172469

[Add to Cart](#)**Extension Cable, 40 meter**

Your Price: \$622.56

Part # 21172470

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1068 Ratings ★★★★★

[Description](#) [Shipping](#) [Return Policy](#)**Extension Cable, 1m**

Instrument extension cable, 1 meter - 3 pin

Extension Cable, 3m

Instrument extension cable, 3 meters - 3 pin

Multilink Cable

Multilink cable, 1.5 meters - 6 pin

Y Split Multilink Cable

Y split multilink, 6 pin

Multilink HUB kit

Multilink Connection Block kit

Network Adapter

Analog Key Interface kit

Y Split Wiring Harness, Multilink

Y split for Multilink HUB

Y Split Wiring Harness, Steering

Y Split harness, steering

Y Split Wiring Harness, Data

Y Split, data line

Auxiliary Cable

Auxiliary cable, Multilink

Adapter Cable

Adapter cable, EVC-C/EVC-D

Extension Cable

Extension Cable

Steering Adapter, EVC-C

Steering adapter, joystick to EVC-C

Steering Adapter, EVC-D

Steering adapter, joystick to EVC-D

Adapter Cable, New Steering

Adapter, new steering unit to EVC-C

Adapter Cable, Old Steering

Adapter, old steering unit to EVC-D

Cable Kit, Y Harness

Y harness-flybridge, EVC Bus - 6 pin

Lever Cable Kit

Control lever cable - 6 pin

Cable Kit, Relay

Cable kit for power relay

Cable Kit, Audible Alarm

Audible alarm harness

Cable Kit, 1.5m

Cable kit, 6 Pole - 1.5M

Cable Kit, 5 meter

Cable kit, 6 Pole - 5.0M

Cable Kit, 7 meter

Cable kit, 6 Pole - 7.0m

Cable Kit, 9 meter

Cable kit, 6 Pole - 9.0M

Cable Kit, 11 meter

Cable kit, 6 Pole - 11.0m

Cable Kit, 13 meter

Cable kit, 6 Pole - 13.0m

Extension Cable, 1.5 meter

6 Pole

Extension Cable, 3 meter

6 Pole

Extension Cable, 5 meter

6 Pole

Extension Cable, 7 meter

6 Pole

Extension Cable, 9 meter

6 Pole

Extension Cable, 11 meter
6 Pole

Extension Cable, 20 meter
6 Pole

Extension Cable, 40 meter
6 Pole

This product ships in **5 business days**.

Add to Cart and enter your Postal Code to determine the **shipping charges** and **estimated delivery date**.

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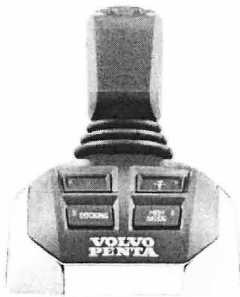
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EVC Optional Accessories

**VOLVO
PENTA**[View Large Size](#)**Software, Lowspeed - Inboards**

Your Price: \$1585.00 (Out of stock)

Part # 3887807

Software, Lowspeed - IPS

Your Price: \$1565.00 (Out of stock)

Part # 21395934

Software, Trolling

Your Price: \$1585.00 (Out of stock)

Part # 3887810

Slip Valve

Your Price: \$2414.54 (Out of stock)

Part # 3843787

Engine Speed Sensor, HS80/85A

Your Price: \$714.33

Part # 21133409

[Add to Cart](#)**Engine Speed Sensor, HS80/85IV**

Your Price: \$1318.69 (Out of stock)

Part # 21133410

Tachometer Sensor, HS63AE

Your Price: \$962.51

Part # 3849337

[Add to Cart](#)**Tachometer Sensor, HS63IV**

Your Price: \$962.51

Part # 3849338

[Add to Cart](#)**Valve Kit, HS45**

Your Price: \$2117.81 (Out of stock)

Part # 3583485

Valve Kit, HS25A

Your Price: \$2117.81 (Out of stock)

Part # 3583486

Software, Sport Fish Mode

Your Price: \$4427.00 (Out of stock)

Part # 21216332

Software, Tow Mode

Your Price: \$668.00 (Out of stock)

Part # 21519690

Software, Single Lever Function

Your Price: \$668.00 (Out of stock)

Part # 21499094

Software, Cruise Control

Your Price: \$668.00 (Out of stock)

Part # 21499095

Software, Trip Computer

Your Price: \$492.50 (Out of stock)

Part # 3887809

Software, PTA

Your Price: \$492.50 (Out of stock)

Part # 3887806

Joystick, Sterndrive

Your Price: \$3939.40

Part # 21846898

[Add to Cart](#)**Joystick, IPS**

Your Price: \$3939.40

Part # 21846873

[Add to Cart](#)**DPS Antenna Kit, IPS**

Your Price: \$10123.09

Part # 22050476

[Add to Cart](#)**DPS Software, IPS 1**

Your Price: \$6489.60 (Out of stock)

Part # 21395954

DPS Software, IPS 2/3

Your Price: \$11886.16 (Out of stock)

Part # 21403654

[Pin it](#) [Share](#) [Share](#)[Description](#) [Shipping](#) [Return Policy](#)**Software, Lowspeed - Inboards**

Software for inboards, per engine

Software, Lowspeed - IPS

Software for IPS, per engine

Software, Trolling

Software for trolling, per engine

Slip Valve

Hardware kit for MG5065A, D9

Engine Speed Sensor, HS80/85A

Hardware kit for low speed only

Engine Speed Sensor, HS80/85IV

Hardware kit for low speed only

Tachometer Sensor, HS63AE

Hardware kit

Tachometer Sensor, HS63IV

Hardware kit

Valve Kit, HS45

Hardware kit

Valve Kit, HS25A

Hardware kit

Software, Sport Fish Mode

Per Engine

Software, Tow Mode

Per engine

Software, Single Lever Function

Single lever function- software only, per engine

Software, Cruise Control

Cruise control- software only, per engine

Software, Trip Computer

Per engine

Software, PTA

Power trim assistant software, per engine

Joystick, Sterndrive

Sterndrive joystick

Joystick, IPS

IPS Joystick + control

DPS Antenna Kit, IPS

Dynamic Positioning System for IPS. Software required

DPS Software, IPS 1

DPS software vodia installed, per engine

DPS Software, IPS 2/3

DPS software vodia installed, per engine

This product ships in **1 to 5 business days**.

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Life doesn't stop when you get in your Volvo. That's why Sensus Connect isn't just an in-car technology suite – it's a philosophy that connects you to your car and everything around it. We've designed the Sensus Connect and Volvo On Call smartphone app to respond to all your connected car needs.

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Travel with information at your fingertips. Whether you need to find a place you've never been, check the weather or learn more about your surroundings, the Volvo Sensus Navigation apps and features were designed around you.

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ENTERTAINMENT

Enjoy every journey with gorgeous audio apps to match a beautiful drive. Our suite of audio features, delivered through a Harman Kardon sound system, means you may never want to arrive at your destination.

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CONNECTION

Stay in touch with what matters, regardless of the distances. With Internet, WiFi and Bluetooth-tethering, you'll never lack ways to connect.

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SERVICES

We've always got your back. Volvo On Call isn't just a powerful mobile app to connect you with your car. It's also a suite of services – including roadside assistance, emergency support and easier service booking.

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CONTROL

Designing around you means everything in a Volvo is where you expect it to be. From the moment you take your seat, you're connected with your car and the world around it.

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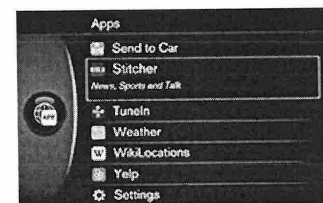

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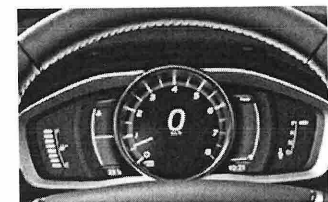
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Find your Owners Manuals and Warranty Information

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Roadside Assistance

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Make your Volvo even more designed around you. These parts, accessories, devices and services give you plenty of options to customize your ride.

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As a Volvo owner, your authorized Volvo retailer provides you with the very best in service. Find out what's included with Volvo Service Advantage.

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All drivers who buy a new Volvo equipped with satellite radio are eligible for a complimentary trial of SiriusXM. Here you can activate or extend your service, and get an endless supply of tunes for the road.

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Access online account management, set up an automatic payment program, pay your bill online, contact Volvo Car Financial Services and more.

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So you are the proud new owner of a Certified Pre-Owned Volvo. We have everything you need right here. Each CPO vehicle comes with great benefits like limited warranty coverage and a 130-point inspection.

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From time to time Volvo may request that you bring your vehicle into an authorized Volvo dealer to inspect or replace a potentially defective part as a pre-emptive measure.

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How do you show your Volvo love? Whether it's traveling to exciting new places or washing your Volvo in the driveway every Sunday, we all have a story to tell. Hear other Volvo drivers' favorite stories and share yours.

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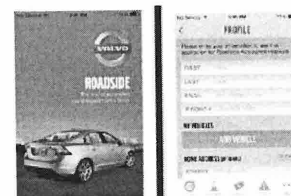
Volvo Clubs

Connect with like-minded Volvo drivers in your neighborhood or throughout the nation. There's the Heritage Club, the Volvo Saved My Life Club and numerous regional clubs you can join to share your story.

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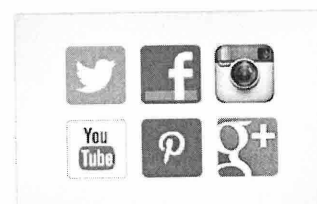

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Get access to Volvo mobile apps like the Volvo Roadside app, Owner's Manual app as well as the Know Your Volvo app.

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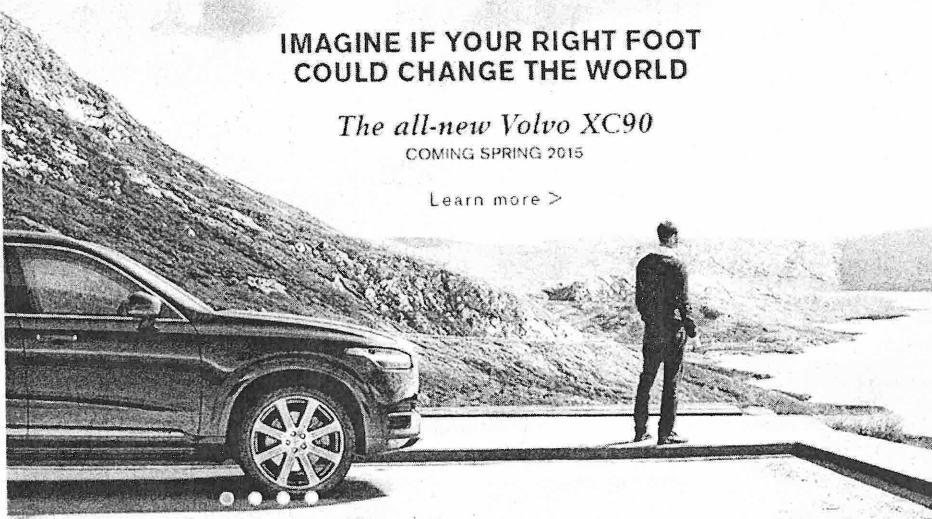


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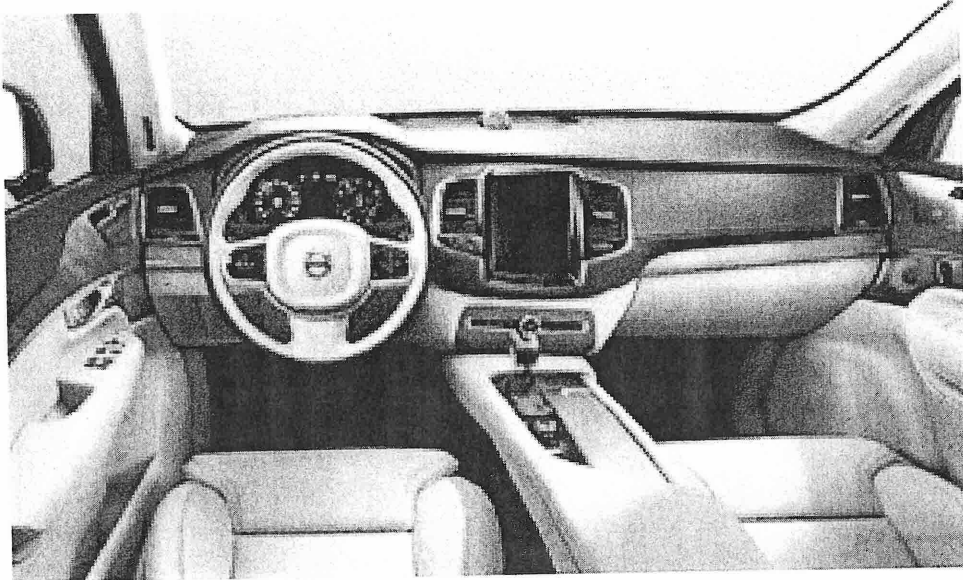
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All-new Volvo XC90 to transform the in-car driving experience

6/3/2014 9:00:00 AM

All-new Volvo XC90 to transform the in-car driving experience

Buttons to be replaced by large tablet-like touch screen
Innovative, intuitive technology that is easier to use

The designers and engineers behind Volvo's all-new XC90, which will be revealed later this year, have completely reconceived the way drivers operate their cars and dispensed with the normal array of buttons. A large tablet-like touch screen, a head-up display, state-of-art-voice control and thumb controls on the steering wheel, all combine to form a more convenient way of interacting with the vehicle.

The result is the most modern in-car control system on the market, which is easier to use, ensuring drivers will be able to keep their eyes on the road as much as possible while operating or making adjustments to the system. It also offers a range of additional benefits such as integrated cloud-based applications for music streaming and other services, such as the world's first integrated Park and Pay application, and the ability to mirror and use Apple iOS devices in the touch screen display.

"As cars increasingly become more connected to the Internet and are able to offer a far wider range of functions and entertainment services, the way in which the driver interacts with the car's systems is becoming progressively more important. It is essential that these services are offered in a way that does not reduce safety levels and in a manner that is easy to understand and optimized for the driving task," said Dr. Thomas M. Müller, Vice President Electrics/Electronics & E-propulsion engineering of Volvo Car Group.

The typical driver control system available in many other premium cars on the market can involve 30 or more buttons spread across a dashboard, making it challenging for drivers to locate and operate, and threatening to distract their attention.

Sensus – instinctive understanding

Volvo's new interface, part of 'Sensus', Volvo's connectivity and user interface sub-brand, incorporates the latest touch screen hardware and software to allow drivers to build an instinctive understanding of how the system works, where the controls are located and how to operate them.

"Smooth interaction without distraction has been the guiding expression for our designers and engineers. The in-car control system is designed to keep eyes on the road and hands on the wheel as much as possible," said Thomas Ingenlath, Volvo Car Group's Senior Vice President Design.

The new in-car control system is just one of many examples of how the all-new XC90 has been designed around the needs of the people who are going to drive it.

How does the new in car control system work?

The touch screen replaces the traditional selection of buttons and controls in the center stack with one sleek control panel. This central panel interacts with an adaptive digital instrument cluster in front of the driver, while vital information can be projected on the head-up display on the lower part of the windscreen. The user interface also includes thumb-reach controls on the steering wheel and state-of-the-art voice control. Volvo's commitment to a seamless user experience is reflected in the ability to use the touch screen interface – even while wearing gloves – thanks to the application of infrared technology on top of the existing touch sensitive surface.

"Using the screen is so logical that it will become part of your muscle memory very quickly," said Dr. Peter Mertens, Volvo Car Group's Senior Vice President Research and Development. "Information, navigation and media are high up and easy to check. The phone controls, application icons and climate controls are located low and are comfortable to reach and touch. All of this logic is based on extensive usability and user experience research and the latest technology."

The layout on the portrait screen can be described as a stack of flexible 'tiles', each displaying a key functionality. Navigation is on top, followed by media, telephone and a user-defined tile. A thin notification band is located above the tiles, while the digital climate controls form the 'foundation' of the pile.

When one of the tiles on the touch screen expands on interaction, the others are compressed but still visible and instantly accessible. This makes the touch screen exceptionally user-friendly, with no need to go via a main menu when switching between functions.

"The adaptive digital instrument cluster and the head-up display make sure that the most relevant information is always available where the driver needs it," said Ingenlath.

Fully connected experience

The all-new XC90 offers customers a fully connected experience, thanks to the Ericsson-based cloud solution and the navigation system by HERE, which provides the possibility to remotely update content and simplify the entire car experience.

Sensus includes a broad selection of cloud-based applications with a branded look and feel. The selection of cloud-based services, which may vary depending on the market, includes Internet radio, connected navigation, finding and paying for parking, discovering new restaurants at the destination, seamless streaming of favorite music and much more.

"The XC90 will not only tell you when it's time to visit the garage but also suggest an appointment for you at your Volvo dealership. The Connected Service Booking application is the first step in making the dealer workshop fully integrated into the connected eco-system," said Müller.

Seamless smartphone integration

The XC90 also becomes the first Volvo car to offer Apple CarPlay, which brings selected features and services familiar to iPad, iPhone and iPod users directly into the car via the large center console touch screen display. Users will immediately recognize the well-known icons for their basic Apple applications, such as phone, messages, music and navigation.

"Apple's clean and intuitive user interface is a perfect match with Volvo's Scandinavian Design approach and our focus on fluid functionality," added Ingenlath.

About Volvo

Volvo Cars of North America, LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCNA media website at: <http://www.media.volvocars.com/us> and follow Volvo's blog at: www.volvoblog.us.

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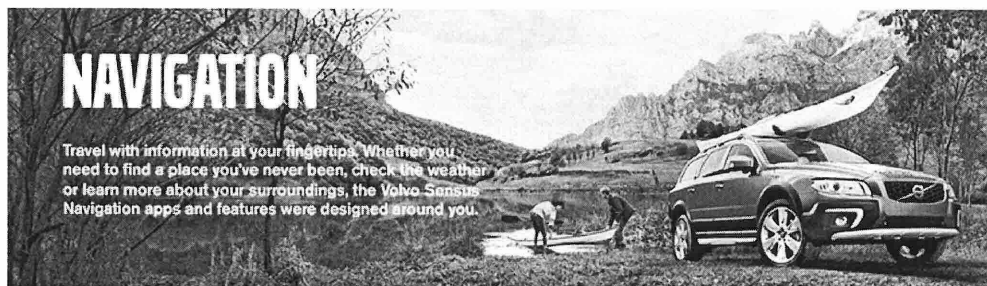
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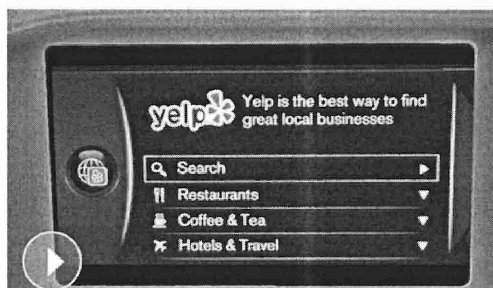
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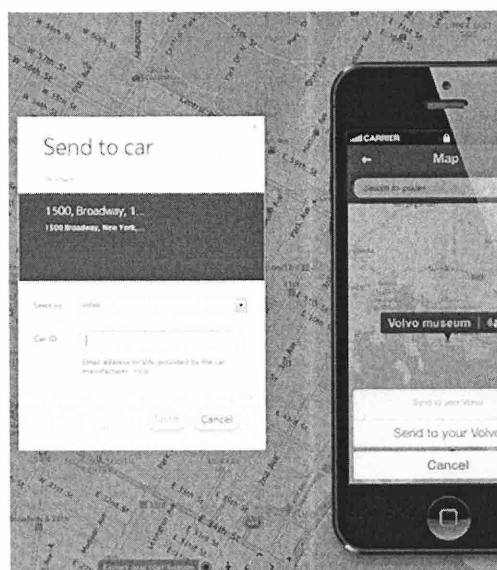
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Exploring made easy. Discover the best places to eat, drink, shop and relax from your car. Find the hottest new places and read detailed reviews and ratings from other users. Get additional information like prices, operating hours, menus and anything else you need to make a smart decision. You can even find places on the map and receive directions – all within the Yelp app. Find it in the Apps section, under Internet on your Sensus display.



Send to Car

Plan your journeys on a smartphone, tablet or laptop and then send it straight to your Sensus Navigation, no matter where you are. Open the Volvo On Call app, go to the map function and search for or tap on a location. From



there, you can press Send to Car from the left-hand navigation. Alternatively, you can visit the website www.here.com. You can use Send to Car when the car is parked or while driving – making a passenger your 21st century map-reader.

Weather

Rise and shine. Find out the weather wherever you are, and wherever you're going. The Weather app gives you access to a 24 hour and seven day forecast. It can be accessed through the Sensus Navigation System, using the steering wheel-mounted scroll.



Glympse

Make contact. Keep track of the people who matter to you and let them know where you are. Glympse uses GPS technology to share your location in real time with select contacts. Running late? You can also give them an ETA and real time updates on your current location. It's as easy as sending a text message or email – and allows you to control who knows where you are and how long they know it.

WikiLocations

Know how now. Learn about places of interest around you. WikiLocations uses your in-car GPS to deliver relevant information to you. Get access to over 3.5 million

entries, all taken from the Internet encyclopedia Wikipedia. To use, just navigate to the Apps list on the Sensus Connect display – using the steering wheel-mounted scroll or Voice Control. From there, you'll be presented with the nearest places of interest around your Volvo.



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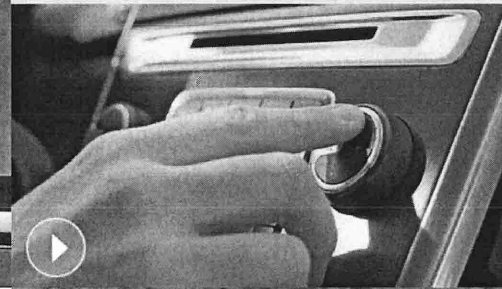
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Enjoy every journey with gorgeous audio apps to match a beautiful drive. Our suite of audio features, delivered through a Harman Kardon sound system, means you may never want to arrive at your destination.

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Great music discovery is effortless and free with Pandora.

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Stitcher

Personalize your radio. Gain access to over 20,000 radio shows, stations and podcasts – then create your ideal playlist. Listen to premium shows including NPR's Fresh Air and Radio Lab, and keep up with personalities as



diverse as Rush Limbaugh and Rachel Maddow. Plus, get recommendations for new stations based on your listening history. You can also sync your Stitcher playlists with your phone, tablet or laptop so they're ready for you the moment you get in the car.

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Choose your tunes. Stream over 25 million different songs from any genre and for any mood. You can navigate playlists curated by others, and share your favorite songs and artists with friends. Sync up your account between laptop, tablet and smartphone to save your playlists before the journey starts. Just go to Internet, followed by Apps on your Sensus Connect display and select Rdio.



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All new Volvos equipped with SiriusXM® include a 6-month trial subscription to the Sirius All Access package letting you enjoy over 150 channels of commercial-free music, plus sports, news, entertainment and more in your Volvo and on your smartphone/tablet. Volvo Sensus Connect Navigation Systems also include a 4-year subscription to SiriusXM® Traffic & Weather services.



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Driving never sounded better. We've partnered with audio experts Harman Kardon to provide each Volvo model with a sound system customized to complement its specific

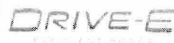


interior. Harman Kardon has been creating premium sound equipment since 1953. Like Volvo, they're famous for leading technologies, premium materials and class-leading design. Harman Kardon audio is available in select model Volvos.



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CONNECTION

Stay in touch with what matters, regardless of the distances. With Internet, WiFi and Bluetooth-tethering, you'll never lack ways to connect.

WiFi Hotspot

WiFi wherever. Connect your smartphone, tablet or laptop to a WiFi hotspot from your Volvo. Internet is delivered through the in-car modem and integrated rooftop antenna. The WiFi's hotspot range extends beyond the vehicle, making it perfect for trips where you can enjoy nature and technology at the same time. You can connect your Volvo to the Internet with your smartphone with a WiFi hotspot. For detailed instructions follow the video link below.



Bluetooth Tethering

Connect any Bluetooth- or WiFi-enabled smartphone to your Volvo. You can receive texts and make hands-free phone calls through the in-car audio system. Tethering also makes it possible to receive an Internet connection through your smartphone, rather than using the in-car modem. Because all data will be sent through your phone network, you'll need an existing service plan with data coverage that includes enabled tethering. You can also stream music from your Bluetooth- or WiFi-enabled smartphones, MP3 Players and other devices and play through the in-car speakers.



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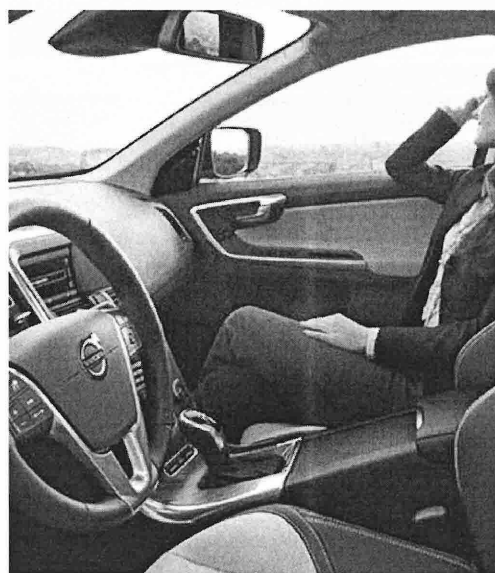
Volvo Sensus Connect - Services



Volvo On Call

Remote Control

Control your car remotely from your smartphone. With the Volvo On Call app, you can start or stop the engine and read the dashboard remotely. Forgotten where you've parked? Use Find Car to make your vehicle use its horn and light up. It's visible within a 1,000 yard radius. You can even check the weather forecast around your car. To prevent unauthorized use of the vehicle, the moment someone enters your car, they must restart the engine using the keys. You can download the Volvo On Call app from the Apple, Google and Windows app store now.

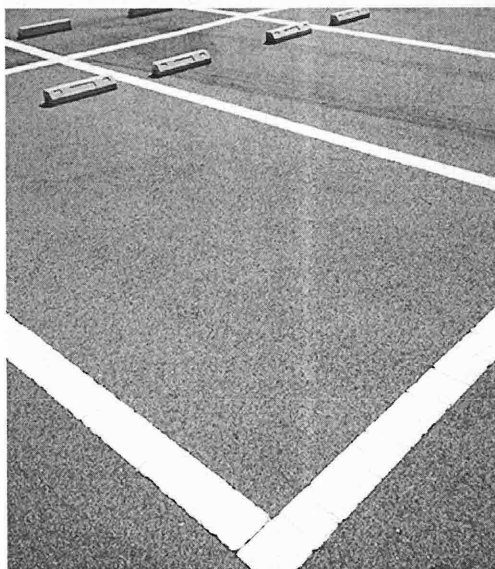


Roadside Assistance

Assistance expedited. If your car breaks down, just push the Volvo On Call button to speak to an operator, who can dispatch assistance to your location. Even if you don't know where you are, the in-car GPS means help can find you. If your electronics have failed, you can also use the Volvo On Call mobile app to bring support quickly and easily.

Emergency Support

Volvo safety is second to none – so if the worst happens, you're protected. The moment a collision is detected, your Volvo instantly alerts a trained operator who will attempt to contact the vehicle occupants. Whether or not occupants are able to respond, the operator will contact emergency service on their behalf, using the in-car GPS to find the precise vehicle location. You can also press the SOS button, located in head console, whenever there's an emergency.



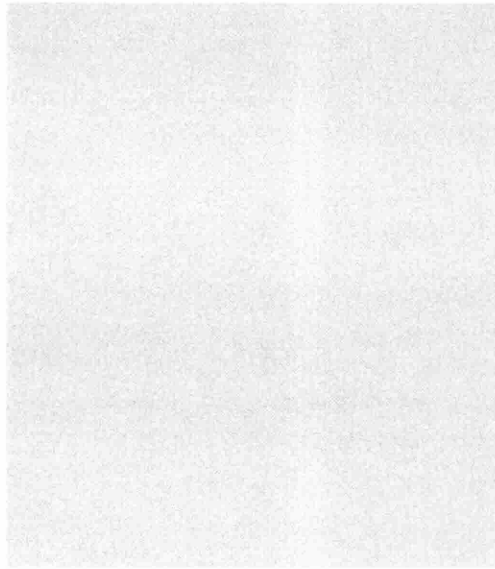
Theft Recovery

Smart thieves don't steal Volvos. If someone attempts to break into your vehicle, an alert is immediately sent to the Volvo On Call center. From there, an operator will use the in-car phone to ascertain if an authorized person is in the car. If your Volvo is stolen, Volvo On Call can use the in-car GPS to find it. The car can also be immobilized remotely in some states.

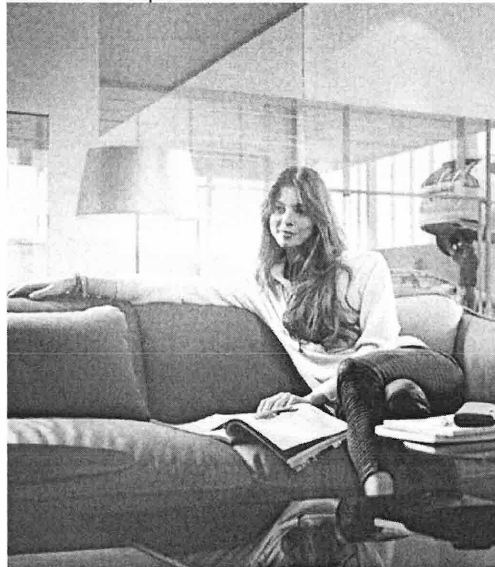
Driver's Journal

Know exactly where you've been. The Driver's Journal logs trips taken and shows mileage, fuel used, duration and more. It can be accessed from the Volvo On Call smartphone app. The data can even be exported into excel. It's perfect for monitoring the use of a company car and for business owners who need to keep track of their expenses.





Service & Repairs



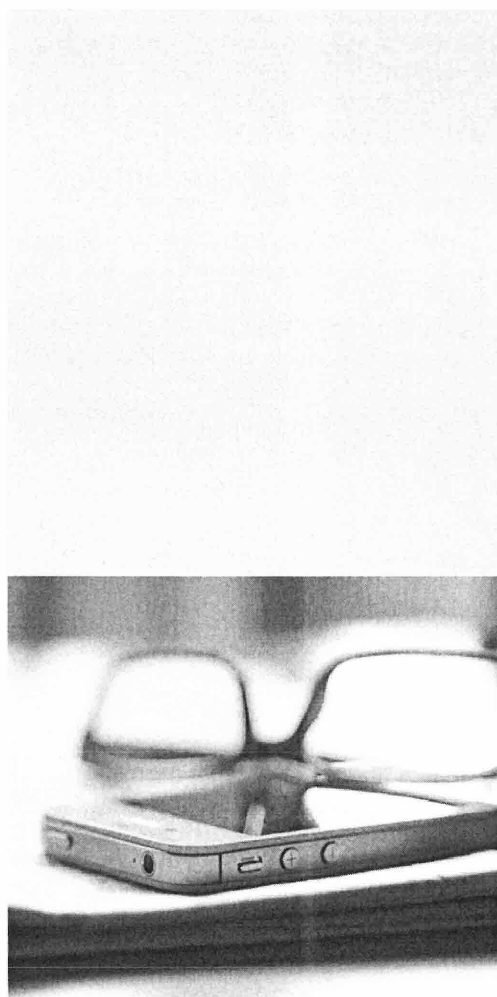
Planned Maintenance

Your convenience is our pleasure. Always know when you have a scheduled service. When the scheduled service is approaching, a message will appear on the center console display. You'll then be guided through all necessary service booking steps. (Available this Fall).

Unscheduled Repairs

In the unlikely event that your Volvo needs unexpected maintenance or repair, we've got you covered. Access detailed guidance on what you should do next from the central console display.





Book a Service Appointment

Coming this fall, Sensus Connect will enable you to book an appointment with your selected dealer and make servicing your Volvo easier than ever. Sensus Connect will also generate reminders on the central display, and can even give you turn-by-turn directions to your dealer.



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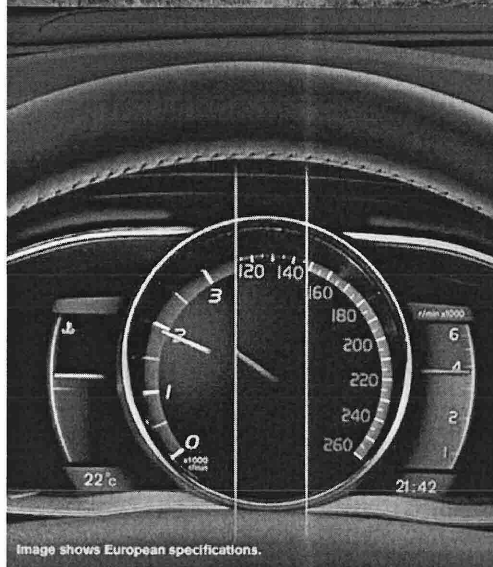
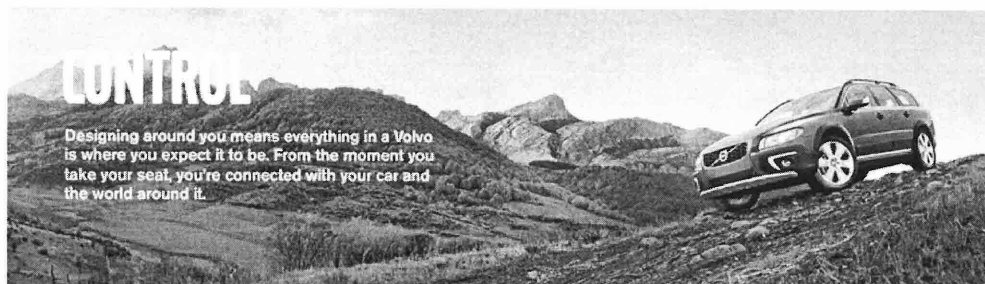
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Driver Display

See clearly on the crisp, hi-resolution active TFT crystal display. Choose from three display settings that match your needs. The Performance setting puts speed, acceleration and handling information at your fingertips. The Eco setting not only monitors your fuel consumption and miles per gallon, but also encourages particularly efficient driving. The Elegance setting allows you to sit back and enjoy the ride with a minimalist aesthetic. Each setting affects both in-car screens – creating a holistic driving experience.

Voice Control

Who needs to use your hands? Make phone calls and control most connectivity, entertainment and navigation features in your car just by talking. Press the Voice Control button on the steering wheel and use the context-sensitive menu to navigate. Voice Control even learns the sound and rhythms of your voice, delivering better service the more you use it.



Text to Voice

Receive and listen to SMS messages hands-free with Text to Voice. Any arriving text message will pop up on screen. Just press the OK button on the steering wheel to



command your Volvo to read it to you. You may need to enable this functionality on your smartphone.



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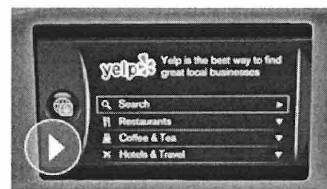


Navigation



Use Local Search

Learn how to use the Local Search app on Sensus Connect. Find places of interest around you, on your route or at your destination.



Use Yelp

Use the Yelp app on Sensus Connect. Discover places to relax, play and shop all from your car.

Entertainment



Play Music from Pandora

Discover how to listen to Pandora Internet Radio on Sensus Connect. Create stations and find music from your car.



Sirius Weather

It's a beautiful day – somewhere. The Weather app connects you to the weather, giving you a 24-hour and seven-day forecast.

Connection



Connect Via WiFi Hotspot

Connect your Volvo to your smartphone WiFi hotspot. Stream music and radio from your phone and play it through the in-car sound system.



Access Internet Apps

Learn how to access third-party apps on Sensus Connect. They're all easily available from the intuitive center display.



Bluetooth Tethering

Learn how to sync your Bluetooth-enabled mobile



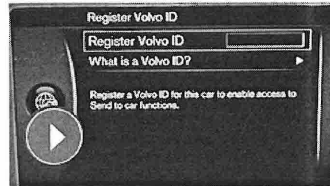
Connect via Car Modem

Discover how to connect your car to the Internet

device with your Volvo. You can make and receive calls and texts from your car.

through the in-car modem for fast and reliable service, no matter where you are.

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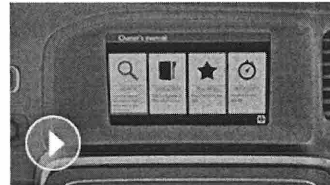
Setup a Volvo ID

Set up your personal Volvo ID. Get information and notifications to help you make the most of your Sensus Connect.



Access VOC Onboard

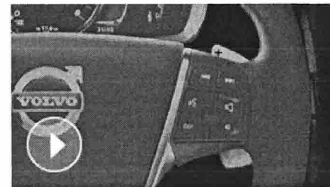
See how to setup and access Volvo On Call Onboard Functions from your car.



Onboard Owner's Manual

Read the owner's manual in your car with Sensus Connect. Access the quick guide and read frequently asked questions.

Control



Use Voice Control

Learn how to use the Voice Control on Sensus Connect. Just speak to easily navigate menus and access apps.



Access Text Reading

Learn how to setup Sensus Connect to read any SMS messages you receive.



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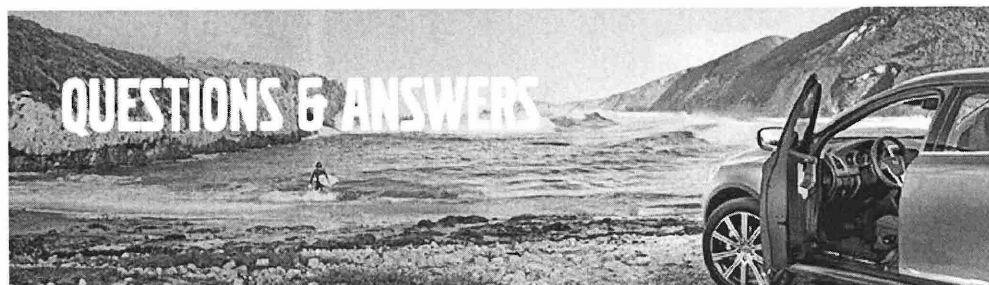
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What Sensus Connect with Volvo On Call plans are available?

Please note: The Safety Lifetime (emergency call for life/crash notification) No subscription is required.

How much does the Sensus Connect with Volvo On Call app cost to download?

The app can be downloaded free of charge through your phone's application stores.

How do I setup a Volvo ID?

Download the latest version of the Volvo On Call mobile app and select "Create Volvo ID". Enter your email address and select United States, then "Order Activation Email". You will then...

Is my car equipped with Sensus Connect with Volvo On Call?

All model year 2015 and a 1/2 Volvo's are equipped with Sensus Connect with Volvo On Call. We provide a 6 month subscription that can be extended at time of sale.

What is Sensus Connect with Volvo On Call?

Sensus is our philosophy behind all our technologies that connect the driver with their car – and the world around them. Sensus Connect with Volvo On Call is designed to provide information...



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When it comes to service, only Volvo can deliver the value you deserve. Whether it's our expertly trained technicians, our field-tested Volvo repair methods, or our Volvo Genuine Parts – we want to help you get the most out of your Volvo. Experience the Volvo Service Advantage when you bring your car to an authorized Volvo retailer for service or maintenance.



Volvo Service Advantage includes:

- **Free Software Updates:** At Volvo, we're constantly improving the software for our cars. This means that your Volvo can potentially improve at every service visit. If your Volvo needs the latest software update, we'll make sure it happens free of charge.*
- **Complimentary Diagnostics:** Is your Check Engine or other warning light lit? If so, we'll perform a preliminary computer diagnosis for up to one hour, and give you a written estimate of what's needed at no charge and without obligation.
- **Alternative Transportation:** Whether it's a shuttle to your home or office, a loaner, or a rental car for the day – rest assured, we'll provide a convenient option. Available options vary by location, so check with your retailer to see exactly what they offer.
- **Personal Service Contact:** You'll have a personal service contact who will guide you and your car through the entire service process. They'll be there to answer your questions and help make sure your service experience is everything you want it to be.
- **Car Wash:** It's always nice to step into a freshly-cleaned car. Each time you service your Volvo with us, we'll wash it and have it looking good when you drive away.
- **Roadside Assistance:** As a Volvo service customer, you'll receive significant savings on Volvo On Call Advantage roadside assistance. You can get help around the clock anywhere in the U.S. That's extra peace of mind, even if your car is out of warranty. See your retailer for the form you'll need to extend or add this service.
- **Two Year Warranty:** You'll receive a two-year warranty on all Volvo Genuine Parts and the labor to install them, during a service or maintenance visit. This warranty is "good to go" – covering you at any authorized Volvo retailer throughout the U.S.

As you would expect, your Volvo will be taken care of in the best possible way, by expertly trained Volvo technicians who have the most current factory training, and use superior Volvo methods and Volvo Genuine Parts. But that's not all.

Additional Service and Maintenance Benefits**

- **The Volvo Tire Advantage:** Get the right tires for your Volvo, including complimentary 24-month road hazard tire protection.***
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- **Volvo Certified Body & Paint Service Centers:** Expert repair outlets certified by Volvo to have the right equipment and training for ensuring your Volvo will be properly repaired in the event of a collision. [Download brochure.](#)
- **Volvo Service Advantage Card:** A cost effective way to pay for Volvo parts and service including interest-free financing. [Learn more.](#)

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*New software required as part of a repair or accessory installation is not included.

**These offerings are available at participating Volvo dealers.

***Some exclusions may apply, please contact your Volvo dealer for details.

These offers are available at participating Volvo dealers only, effective September 1, 2013. This offer only applies to Volvo owners and excludes third party repair facilities.



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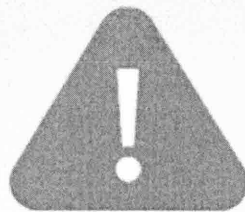
Volvo unveils Concept You luxury sedan, dripping with touchscreens (video)

 by Amar Toor|@amartoo|September 13th 2011 at 4:00 am



The Frankfurt Motor Show is underway in Germany, where Volvo has just taken the wraps off the Concept You -- a new luxury sedan that features some pretty nifty, touch-based controls. Directly behind the car's steering wheel lies a monitor that digitally displays your basic driving information, including speed and a map of your trajectory. The wheel also features some sensor enhanced panels, which you can use to adjust your radio or cruise control settings. A touch

eye movements before activating to bring up the system's infotainment control mode, which boasts an unreleased FreshAir subwoofer from Alpine. From here, you can surf the web, swipe through radio stations, check for safety alerts or control your air conditioning, using only your fingers or customized gestures. Plus, there's an extra touchscreen placed between the two rear seats, meaning your kids won't be left out of the action, either. Cruise past the break for an exclusive video of the Concept You's so-called smart pad technology, along with the full PR.



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Justice Ipsofacto · 3 years ago

Concept car showcases all that the car company has to offer, including nice as well as nifty gadgets. Of course not all of those nuts and bolts will find their way into the production unit. The showcasing is meant to test people's reactions, likes and dislikes. Taking these reactions into consideration (together with the all important costing issue) a final decision would be made. So, no people. Do not expect a double "o" seven driving machine.

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Luxury Real Estate · 3 years ago

This car is hot! I like everything about it. From interior to the design. Everything.

^ ▾ · Share ▸



Ove Formand Christensen

· 3 years ago

Swipe, swipe, swipe.... CRASH!....
Swipe!

3 ^ ▾ · Share ▸

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